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CASEGOODS MANUFACTURER, JOHN THOMAS FURNITURE, EXPANDS CUSTOM  
FINISH PROGRAM TO ENCOMPASS WHOLE HOME

High Point, N.C. — SELECT by John Thomas Furniture, Whitewood Industries' custom finish casual dining division, will expand its program to encompass whole home.

The solid wood, custom finish casual dining and accents program, which launched in 2007, quickly became the company's sweet spot. Now some seven short years later, the company will offer its retailers the opportunity to present customers a whole home custom solution.

According to National Sales Manager, Bryan Sprinkles, the expansion will position SELECT by John Thomas customers the opportunity to offer shoppers more custom solutions than ever before.

"When we launched the SELECT program we truly had no idea how expansive the possibilities were, how much it would grow, how big the niche for affordable custom solid wood furnishings is, and how much our retailers, shoppers, and trends would drive us. It simply is the most exciting project I've ever been a part of," says Sprinkles.

The program, which historically featured casual dining and accents, will now encompass full collections of dining, kitchen, bedroom, occasional and accents, home office, storage, home entertainment, and juvenile.

Sprinkles states that the expansion of product will be available for order immediately, will be introduced at the upcoming October High Point

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Market and will not alter the company's commitment to a six to eight week order to delivery time.

"We've been planning and preparing for this expansion for close to five years now," states Sprinkles. "The biggest piece of the preparation puzzle has been understanding inventory patterns and maximizing production efficiencies, which we've done consistently over the last several years."

The expansion is not the only pot-a-brewing at SELECT by John Thomas. The company too, has re-designed its logo to a more transitional, lifestyle look meant to embrace its new *whole home* approach.

"We spent a lot of time and energy on the redesign of the logo," says Sprinkles. "With the expansion of our SELECT offering, our vision has broadened as well. Our new brand, our logo, will identify this vision."

SELECT by John Thomas exhibits during the High Point Market at their 215 South Main Street showroom.

### About Whitewood Inds.

Founded in 1979 as a distributor of ready-to-finish furniture to retail stores throughout the eastern United States, Whitewood Inds. has evolved into a leading supplier of both finished and unfinished furniture sold through leading retailers nationwide.

Today, its four divisions include: Whitewood Ready-To-Finish (unfinished furniture), John Thomas Furniture (casual dining and custom finish programs), International Concepts (a supplier to specialty retailers), and Custom Contract Furnishings (contract furnishings). Whitewood is now based in Thomasville, N.C., where it employs 150 workers and has manufacturing, warehousing, corporate office and showroom facilities totaling 400,000 square feet. For more information, visit [www.johnthomasfurniture.com](http://www.johnthomasfurniture.com).

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